



Export News for Northeast Florida

from the JACKSONVILLE U.S. Export Assistance Center

U.S. Department of Commerce

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March 2004 Edition

Compete Globally!!

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LOCAL EVENTS

A. How to Sell Professional Services Overseas? "International Services Network"

On April 6, the Jacksonville U.S. Export Assistance Center (USEAC), an office of the U.S. Department of Commerce, in cooperation with the Jacksonville Regional Chamber of Commerce and Enterprise Florida, is presenting the **"Export Strategies for Florida Service Firms"**. The

event will take place at the University Center (UNF) at 7:30 AM - 9:30 AM. The event will highlight a statewide program supported by the U.S. Department of Commerce where professional service firms (engineering, architecture, accounting, legal, environmental, etc) can get new customers abroad. Keynote speaker is Carl Kress, Chief of Staff of the U.S. Trade Development Agency (<http://www.tda.gov>). To register call Robin Hoselton at the Jacksonville Regional Chamber of Commerce at (904) 366-6690 or e-mail Robin.Hoselton@JacksonvilleChamber.org

B. "Video Conference with Hong Kong". What are the Business Opportunities for U.S. Firms?

On April 21, the Jacksonville office of the U.S. Commercial Service (U.S. Department of Commerce) is organizing a briefing via video with the U.S. Commercial Service in Hong Kong. The event will take place at the Advanced Technology Center of the Florida Community College at Jacksonville (401 W. State St., Jacksonville, FL 32202, 904-598-5600). The Jacksonville Regional Chamber of Commerce and Enterprise Florida are supporting this event that will highlight business opportunities for U.S. exporters of "Made in USA" products and services. This is a great way to explore that country/market without having to travel. To register call Robin Hoselton at the Jacksonville Regional Chamber of Commerce at (904) 366-6690 or e-mail Robin.Hoselton@JacksonvilleChamber.org

EXPORT OPPORTUNITIES

1. New Business Opportunities in Iraq

The new Iraqi economy is a potential breadbasket for the entire Middle Eastern region. It has the second largest oil reserves and the tenth largest natural gas reserves. Iraq is a country with a population of 26 million people, whose external debt is being negotiated, and whose government has set a priority for infrastructure repair. All of these factors come together to make Iraq a country with growing potential and a rapidly developing economy.

As far as business opportunities in Iraq are concerned, there are four main investment segments to consider: U.S. Government contracts, private investment, privatized public entities, and regulated industries. The U.S. Government will be offering \$18.6 billion worth of contracts in 2004. These contracts will include Iraqi content whenever possible. USAID will offer reconstruction contracts and the U.S. Military will also have contract opportunities. You can go online and bid for these contracts at <http://www.rebuilding-iraq.net>. The bidding on the prime contracts will take place in January-February 2004, and the winners will be announced between March and April 2004. The Sub-Contracting will follow from April 2004 onwards. There will be spending in six main sectors: waste water resources and potable water (\$4 billion), oil (\$800 million), electricity (\$5 billion), security and justice (\$1.6 billion), transportation and communications (\$550 million), and health facilities and public schools (\$650 million). There will be an estimated 2,300 projects across the six sectors. The prime contracts will be open to coalition partners, and the sub-contracts will be open to all countries. Preference will be given to Iraqi companies or companies with Iraqi partners. The U.S. Commercial Service offers six tips for competing for government contracts: (1) Timing is crucial, (2) Contracts are awarded on best

value, (3) Be realistic, (4) Contracts must be fulfilled accurately and completely, (5) Past performance matters, (6) If you have specific questions about specific contracts, please contact the person listed as point of contact.

The private sector opportunities include infrastructure related to U.S. Government and public spending (engineering and construction, basic materials, transportation/logistics, catering, and financial services) and direct private investment to capture wealth effect (food and drug processing and distribution, tourism and travel, broadcasting, private health care and insurance, consumer goods and basic manufacturing).

For more information on doing business in Iraq, including a security update, travel to Iraq, hotels in Iraq, shipping goods to Iraq, and finding an Iraqi partner or distributor, please contact Jorge Arce by phone (904-232-1270) or via email (Jorge.Arce@mail.doc.gov) to request a copy of the PowerPoint presentation by Robert Connan, Minister Counselor for Commercial Affairs of the U.S. Foreign Commercial Service in Baghdad.

2. Marketing Opportunity in Turkey

The U.S. Commercial Service at the U.S. Embassy in Ankara, Turkey, has launched an exciting program to highlight various services offered by American and Turkish firms on the U.S. Department of Commerce's web site <http://www.csturkey.com> or <http://www.buyusa.gov/turkey/en>. Everyday, hundreds of "visitors" from all over the world visit the U.S. Department of Commerce's web site, and the U.S. Department of Commerce would like to invite your company to showcase its services to these potential customers. Each sector will be categorized and your company's name will be listed under the relevant sector, which will provide easily reachable product/service information. A list of companies operating in each sector with their contact information and service description will be available to thousands of visitors on the U.S. Commercial Service Ankara site.

As an example, please visit the U.S. Commercial Service Egypt's web site (<http://www.buyusa.gov/egypt>) and click on the "Business Service Providers" icon. This service will be available on a cost-recovery basis. An annual listing for one company will cost \$100.

If you are interested in participating in this program, please contact Aysegul Aksoy at the U.S. Commercial Service in Turkey via email at aysegul.aksoy@mail.doc.gov.

3. Matchmaking Between U.S. and Turkish Firms

The U.S. Commercial Service of the U.S. Department of Commerce, the Turkish – U.S. Business Council of DEIK and the American Turkish Council are pleased to announce a matchmaking event between U.S. and Turkish firms. This event is an opportunity to establish business prospects in Turkey, Central Asia, and the Middle East and to encourage new partnerships between Turkish and U.S. businesses. The event will be held on April 5, 2004 in Washington, D.C.

Turkey is a country with approximately 70 million people at the crossroads of Europe, Central Asia, and the Middle East. Turkey's unique geographic position provides access to European

markets as well as to markets in Iraq, Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, and Afghanistan. Turkey imports approximately USD 67 billion worth of goods and services, and exports USD 46 billion worth of goods and services. Turkey's GDP is over USD 200 billion and GDP per capita is approximately USD 2,800.

Organizers will schedule one-on-one meetings with potential Turkish business partners during the 23rd Annual Conference of The American Turkish Council (ATC) and The Turkish-U.S. Business Council of DEIK. Further information on the subject conference is available on the web site of ATC (<http://www.the-atc.org>) and DEIK (<http://www.deik.org.tr>). American businesses interested in entering the Turkish market and the surrounding markets, and in exploring potential business relationships and alliances with Turkish businesses, should contact Aysegul Aksoy at the Commercial Service in Ankara, Turkey (aysegul.aksoy@mail.doc.gov) and request a registration form.

The specifics on the event are as follows: **Location:** The Ritz Carlton Hotel, 1150 22nd Street, N.W., Washington, D.C. 20037; **Date and Time:** April 5, 2004 2:45 P.M. – 5:45 P.M.

4. Swedish – American Entrepreneurial Event

Are you interested in doing business in Sweden? If so, please note that the Swedish-American Entrepreneurial Days will be held in Vaxjo in the province of Smaland on August 18-20, 2004.

The Entrepreneurial Days are organized by SACC USA, the Swedish-American Chamber of Commerce, in cooperation with the South Sweden Chamber of Commerce and supported by Embassy Stockholm.

The Entrepreneurial Days offer participants and visitors the opportunity of effective networking with Swedish and/or American businesspeople, as well as interactive exhibits, panel discussions, and tailor-made matchmaking programs.

Information on the event can be found on <http://www.sacc-usa.org/vaxjo2004>.

5. AmFest 2004 – An Event from the Indo-American Chamber of Commerce

AmFest 2004 is the first in a series of annual trade events from the Indo-American Chamber of Commerce (IACC). IACC was established in 1968 to promote bilateral trade and commerce between India and the United States. It is the only Indo-U.S. bilateral chamber, which is in the forefront of inviting foreign investments and assisting Indian companies to locate joint venture partners, allied with U.S. businesses and networking with affiliate offices in the U.S.

IACC is embarking on the mission of boosting U.S. exports into India by holding AmFest, an exposition and socio-cultural festival of American consumer products and culture. The trade fest will commence on June 3rd and culminate on the June 5th at Taj Land's End in Mumbai, India. A grand cultural event will be held on June 6th. The focus of AmFest is to provide a platform for small and medium American enterprises to build long lasting, productive relationships with potential Indian traders for the stocking, retail, and distribution of their products. This unique event will showcase various American foods, beverages, wines, cosmetics, and beauty &

healthcare products that will provide a window of opportunity to U.S. exporters, manufacturers, etc. interested in tapping into the Indian market, and will also serve as an excellent venue for fruitful interaction between American companies and potential Indian importers, retailers, etc.

The Southern United States Trade Association (SUSTA) and Alabama International Trade Center from U.S. and Foreign Agriculture Service (FAS), India have confirmed their participation for AmFest.

A seminar will be conducted on the first day of the event called "Trade Insights" that will provide information on a host of trade related matters. The speakers will be highly distinguished individuals from a variety of disciplines.

The three days of the trade fest will be interspersed with a host of other events. These range from a photo exhibition, an exciting wine tasting sessions, lip smacking delicacies whipped up by expert chefs, and a Hollywood film every evening to complete the experience. The highlight of the festival is the grand cultural show to be held on June 6th. This will showcase snapshots of the American culture, and will be followed by a cocktail reception. For more information on AmFest please visit <http://www.amfest-india.com>

6. Auto Parts Re-export Trade Fair

Auto Parts Re-export is an annual trade event that takes place in the United Arab Emirates (UAE). Automotive aftermarket products for the UAE market are valued between \$1-1.4 billion with re-exports approximating 50-60%.

Companies who exhibit within the U.S. pavilion will be offered a furnished 12 square meter booth at a discounted price. The fee includes entry to the show, a briefing on the local market as well as use of the U.S. pavilion exhibitor lounge for meetings. Companies who register as participants by May 15, 2004 will receive, at no cost, a schedule of pre-set appointments at the event itself with qualified UAE companies. To ensure quality meetings, the Commercial Service in Dubai must receive company promotional material on or before May 30, 2004. Details to this service are available at <http://www.buyusa.gov/uae/en/page8.html>. Only companies that have a minimum 51% U.S. product content are eligible to be part of the U.S. pavilion. For more information, please visit <http://www.autopartsre-export.com/>, or contact Rachel Echeumuna via phone at 954-356-6640, ext. 11.

7. Market of the Month - Chile

When most people think of Chile, its unique geography and natural resources usually come to mind. Though its geographic mass is slightly smaller than twice the size of Montana, Chile is the longest, thinnest country in the world. Bordered on one side by the Pacific Ocean and the Andes Mountains on the other, Chile's expansive desert in the north gives way to mountains, lakes, volcanoes, glaciers and finally Patagonia, the arctic tundra it shares with Argentina.

Besides being physically breathtaking, Chile has a rich and vibrant culture. Chile's market reforms have transformed its economy, making it one of the most dynamic in the region and securing its position as a [Latin American business hub](#).

With the passage of the U.S.-Chile FTA, there are more reasons than ever to consider expanding your business to Chile. In addition to the new level playing field afforded by the FTA, the recent strength of the Chilean peso - up more than 20% against the dollar over last year - makes U.S. products and services even more competitive than ever.

Chile is a promising market for a wide range of U.S. goods and services, and the new Chile-US Free Trade Agreement (FTA) will offer American companies even greater access to this growing market. The symbolic importance of the Chile-U.S. FTA far outweighs the economic size of Chile. This agreement establishes the first FTA negotiated in Latin America since the North America Free Trade Agreement (NAFTA) in 1993.

As one of the most dynamic and promising markets in the region, Chile holds a commercial influence in South America due to the energy and professionalism of its entrepreneurs, the transparency of its regulation, and the predictability of its decision makers. While the U.S.- Chile Free Trade Agreement does involve elimination of tariffs for U.S. products to Chile, non-tariff provisions may have an even greater impact by further strengthening an already open business climate between the two countries. Specific obligations in areas such as intellectual property, services, investment, temporary entry of businesspersons, and telecommunications may serve as a model for future trade agreements.

Best Prospects for U.S. Companies:

The U.S.-Chile FTA creates many opportunities in a wide variety of industry sectors. It is now easier than ever for U.S. companies to promote and sell their products and services to the most dynamic market in South America. For first-time and seasoned exporters, Chile offers U.S. businesses a comparable rule of law, transparency, and professionalism. Learn more about how the FTA will impact your industry. The best prospects for U.S. companies are in the following industries: computer hardware, software, and services industry; construction; e-business; environmental; food processing; franchising; logistic equipment and services; medical equipment and services; mining equipment and services; power generation; safety and security; telecommunications; and water treatment.

For more information on Chile, including demographic information, a webcast on the FTA, success stories, and upcoming events in Chile, please visit http://www.export.gov/comm_svc/press_room/marketofthemonth/Chile/chile.html.

8. On-Line Trade Resources

OANDA

<http://www.oanda.com> provides currency conversion between many currencies (even ones in less developed countries that are hard to find). By visiting this web site, one can even find a specific exchange rate for a past date.

Assess Your International Risk

<http://www.assessyourinternationalrisk.org> is a web site published by the Small Business Administration, the United States Chamber of Commerce, and the American International Group (AIG). Often small businesses do not realize the risks they face when conducting commerce both domestically and abroad. The above web site will help you to assess your international risks.

Business Etiquette

<http://www.executiveplanet.com> will help you understand the customs and etiquette in doing business overseas. It covers negotiating, business entertaining, gift giving, making appointments, names and titles, and dress code.

World Clock

<http://www.timeanddate.com/worldclock/> will help you to find current times and dates around the world.